

Interview Figures

Globalization Project
Industrial Performance Center
Massachusetts Institute of Technology

Companies Interviewed by Sector	
Textile, Retail, Apparel	188
Electronics	187
Automotive	59
Other/industry	50
Publishing	22
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	506

Note: 38 additional organizations were interviewed. This includes government officials, trade associations, and academics.

Country of Company Ownership	
USA	70
Germany	56
Italy	42
France	33
United Kingdom	31
Other-Europe	26
Romania	2
Israel	24
Japan	32
China	34
Taiwan	134
Other-Asia	18
Canada	4
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	506

Other Europe: Ireland, Monaco, Netherlands, Sweden, Scotland

Other Asia: Indonesia, Philippines, Malaysia, Thailand, Singapore, India, South Korea

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Country of Interviews	
USA	107
Germany	40
Italy	38
UK	34
France	26
Other Europe	26
Romania	15
Israel	24
Japan	56
China	67
Taiwan	193
Other Asia	24
Mexico	12
Canada	8
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	670

Other Asia: Indonesia, Malaysia, Philippines, Singapore, South Korea, and Thailand
Other Europe: Austria, Ireland, Scotland, Spain and Sweden

Note: The Globalization Study research team often interviewed the same company several times to understand how strategies evolved between 1999-2004.